GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism - Constitution of District Tourism Council (DTC) in all Districts and City Tourism Council (CTC) in Amaravati (Vijayawada), Visakhapatnam, Tirupati and Rajahmundry - Orders - Issued.

YOUTH ADVANCEMENT, TOURISM & CULTURE (T) DEPARTMENT

G.O.MS.No. 13 Dated: 17-10-2016
Read the following:

1) G.O. Ms. No. 46, YAT &C(T) Department, dated 14.09.2004.
2) G.O. Ms. No. 55, YAT&C (T) Department, dated 16.12.2013.
3) G.O. Ms. No. 9, YAT&C(T) Department, dated 12.06.2015.
4) G.O. Ms. No. 5, YAT&C (T) Department, dated 03.06.2016.

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ORDER :

In the G.O. 1st read above, the Government have constituted District Tourism Promotion Council (DTPC) at district level to promote tourism and related activities. In the G.O. 2nd read above, the Government has reconstituted the District Tourism Promotion Council for each district. Vide G.O. 3rd read above, the Government decided to adopt a mission based approach to tourism development with specific targets of taking the state to the top three ranked states in the country by 2022 and the top state in the country by 2029. The Government fixed a target of Rs.10,000 Crore investment in tourism sector in the next 5 years. Achieving this target requires functional and financial decentralization to Districts and major Municipal Corporations.

2. After careful examination, Government hereby constitute the District Tourism Councils (DTCs) in all Districts and City Tourism Councils (CTCs) in Amaravati (Vijayawada), Visakhapatnam, Tirupati and Rajahmundry with the following members:

District Tourism Council (DTC) :

a) District Collector as Chairman
b) Regional Director (Tourism) for Visakhapatnam District, East Godavari District, Krishna District, Nellore District and Anantapur District / District Tourism Officers for remaining districts as Member– Convener
c) Three officials nominated by the District Collector as members
d) Four reputed persons who have expertise or practical experience in the fields of tourism or culture or arts or entertainment as members.

City Tourism Council (CTC) :

a) Municipal Commissioner/ Commissioner Capital Area, Amaravaṭi as Chairman
b) Officer not below the rank of Deputy Commissioner heading the City Tourism Wing as Member– Convener
c) City Planner as member
d) Regional Director, Department of Tourism as member
e) One official nominated by Commissioner as member
f) Four reputed persons who have expertise or practical experience in the fields of tourism or culture or arts or entertainment as members.

Note: For lands/projects of Urban Development Authorities(UDA), Vice Chairman of UDA/ Commissioner AP Capital Region Development Authority shall act as Chairman of a committee formed by the UDA for the purpose.

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3. The Councils shall perform the following functions:

a) **Identify lands for tourism projects:** Identify lands belonging to Government or local bodies suitable for development of tourism projects in public or private or public-private-partnership sectors.
b) **Develop tourism projects:** Conceptualise tourism projects, identify and select developers/ operators and ground the projects.
c) **Develop strategies for branding , tourism promotion and marketing of tourism projects of the district:** Brand and promote destinations and places as part of tourism promotion. Conduct marketing campaigns of tourism products, services and projects (public or private) in national and international markets to attract tourists.
d) **Conduct fairs, festivals and events:** Prepare annual calendar of fairs and festivals in advance by giving wide publicity, and conduct fairs, festivals and events.
e) **Conduct capacity building activities for local stakeholders:** Identify capacity building activities for local stakeholders, conduct training camps and increase the skill set and employability of local stakeholders.
f) **Implement and monitor of Public Private Partnership (PPP) projects:** Identify potential PPP projects, implement and monitor such projects.
g) **Administer incentive policy:** Administer the tourism incentive policy of the Government within their jurisdiction.
h) Follow the guidelines issued by Department of Tourism from time to time.
i) Perform any other function entrusted by Department of Tourism.

4. The councils shall have the following powers:

a. To sanction expenditure up to 1.25 times that allotted by Department of Tourism for the financial year.
b. To allocate land identified for tourism projects on sale or lease basis either for government or private or public-private-partnership projects by following a transparent procedure within the limits delegated by Government.
c. To appoint consultants or consultant companies for carrying out the functions.
d. To open a single bank account to receive and spend any funds received for carrying out the functions.
e. To appoint an auditor for keeping the accounts under different heads and furnish annual audited statements to Department of Tourism.
f. To sanction incentives for tourism investments within the limits delegated by Government.

5. All the existing District Tourism Promotion Councils (DTPC) shall cease to exist from the date of these orders.

. **(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

SRIKANT NAGULAPALLI
PRINCIPAL SECRETARY TO GOVERNMENT(FAC)

To
All the District Collectors, Andhra Pradesh. (with a request to communicate to all the concerned).
The Commissioners of Municipal Corporation of Amaravati (Vijayawada), Visakhapatnam, Tirupati and Rajahmundry.
The Commissioner of Tourism, Andhra Pradesh, Vijayawada.
The Managing Director, Andhra Pradesh Tourism Development Corporation, Vijayawada.
The Municipal Administration and Urban Development Department, Andhra Pradesh.
The Revenue Department, Andhra Pradesh.
All the Regional Directors, Tourism and EDs, APTDC, Andhra Pradesh.
Copy to :
The PS to Principal Secretary to Chief Minister, Andhra Pradesh.

The PS to Chief Secretary to Government, Andhra Pradesh.
The PS to Principal Secretary to Government, YAT&C Department Andhra Pradesh.
The Finance Department, Andhra Pradesh.
The General Administration (Cabinet) Department, Andhra Pradesh.
The Youth Advancement, Tourism and Culture (PMU) Department, Andhra Pradesh.
SF/SC

//FORWARDED BY :: ORDER//

SECTION OFFICER